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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/618,445	07/11/2003	Frank Robert Nemirofsky	6555/53771	4210

30505 7590 06/13/2006

LAW OFFICE OF MARK J. SPOLYAR  
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EXAMINER
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CARLSON, JEFFREY D

ART UNIT	PAPER NUMBER
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3622

DATE MAILED: 06/13/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

**Office Action Summary**

Application No.

10/618,445

Applicant(s)

NEMIROFSKY ET AL.

Examiner

Jeffrey D. Carlson

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☐ Responsive to communication(s) filed on \_\_\_\_.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-23 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-23 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
  - ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_.
  - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☒ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)  
Paper No(s)/Mail Date 7/11/05
- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_.
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: \_\_\_\_.

## DETAILED ACTION

### ***Claim Rejections - 35 USC § 103***

1. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

2. **Claims 1-8, 13 are rejected under 35 U.S.C. 103(a) as being unpatentable over Aggarwal et al (US7013286) in view of Naftzger (US5717866).**

Regarding claims 1, 4-7, Aggarwal et al teaches a system where a user may access the world wide web using a device such as a phone [9:30-32] and after completing prerequisites or user actions [9:41-43, 11:59-61, 12:25-28] the user can receive a product coupon downloaded to their coupon wallet/phone [9:36-48, 12-19]. Aggarwal et al states that the system can be used to offer different promotional schemes for different products [6:1]. Aggarwal et al does not however require the user to enter a publicized promotional code. Naftzger however teaches the concepts of including codes in various product advertising (newspaper, radio, TV) and requiring a consumer to electronically enter the code in order to receive a discount for the advertised product. In this manner, differently coded advertising sources advertising the same product can reveal the relative successes of each advertising source [15:32-62]. It would have been obvious to one of ordinary skill at the time of the invention to have provided coded advertising for the products available for discounting on the system of

Naftzger in order to encourage web visitors to identify published codes so that the promoted products in the system of Aggarwal et al can be analyzed in terms of various advertising effectiveness.

Regarding claims 2-3, the electronic coupons of Aggarwal et al are taken to provide "promotional messages."

Regarding claims 8, Official Notice is taken that DTMF input systems are notoriously well known for entering numeric data on telephones. It would have been obvious to one of ordinary skill at the time of the invention to have provided such a known signaling protocol with the interactive phone users of Aggarwal et al in order to input the necessary codes as taught by Naftzger.

Regarding claim 13, Aggarwal et al teaches that the coupon stored in the user's phone is taken to a retailer for redemption where coupon verification equipments reads the coupon. However, Aggarwal et al indeed teaches that the coupon can be displayed by the user's display device [claim 26]. Such a displayed offer is taken to be *capable of being resolved by an optical device*, although Aggarwal et al need not disclose such optical scanning/reading, given applicant's lack of positive claim language regarding any reading.

**3. Claims 9-12, 16 are rejected under 35 U.S.C. 103(a) as being unpatentable over Aggarwal et al (US7013286) in view of Naftzger (US5717866) and Jun et al (KR2001/097065).**

Regarding claims 9-12, 16, Jun et al teaches the concepts of an interactive cell phone user receiving electronic coupons via the known SMS messaging protocol. It would have been obvious to one of ordinary skill at the time of the invention for the user to have sent the appropriate codes to the system using any well known protocol including SMS and for the coupons to be delivered using SMS. Further, Aggarwal et al teaches that the coupons can include various multimedia formats [8:4-6] and because MMS is a known multimedia extension to SMS messaging, it would have been obvious to one of ordinary skill at the time of the invention to have delivered Aggarwal et al's multimedia coupon formats in such an MMS format.

4. **Claims 13 (alternatively) and claims 14, 15, 17-20 are rejected under 35 U.S.C. 103(a) as being unpatentable over Aggarwal et al in view of Naftzger and Greenberg et al (WO 00/39657).** Greenberg et al teaches a cell phone that stores electronic coupons and further displays a barcode image of the coupon which can be scanned at a retailer upon redemption [fig 3D – element 76, page 16:11-14]. It would have been obvious to one of ordinary skill at the time of the invention to have enabled the display of coupon barcode images on the phone of Aggarwal et al for automating the redemption of the coupons.

5. **Claims 21-23 are rejected under 35 U.S.C. 103(a) as being unpatentable over Aggarwal et al (US7013286) in view of Naftzger (US5717866), Greenberg et al and Jun et al (KR2001/097065).**

Jun et al teaches the concepts of an interactive cell phone user receiving electronic coupons via the known SMS messaging protocol. It would have been obvious to one of ordinary skill at the time of the invention for the user to have sent the appropriate codes to the system using any well known protocol including SMS and for the coupons to be delivered using SMS. Further, Aggarwal et al teaches that the coupons can include various multimedia formats [8:4-6] and because MMS is a known multimedia extension to SMS messaging, it would have been obvious to one of ordinary skill at the time of the invention to have delivered Aggarwal et al's multimedia coupon formats in such an MMS format.

### ***Conclusion***

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

- Nemirofsky (US5594493) teaches a device that receives electronic coupons from TV signals, stores them and displays them as a barcode for scannable redemption

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Jeffrey D. Carlson whose telephone number is 571-272-6716. The examiner can normally be reached on Mon-Fri 8a-5:30p, (off on alternate Fridays).

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If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on (571)272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.



Jeffrey D. Carlson  
Primary Examiner  
Art Unit 3622

jdc